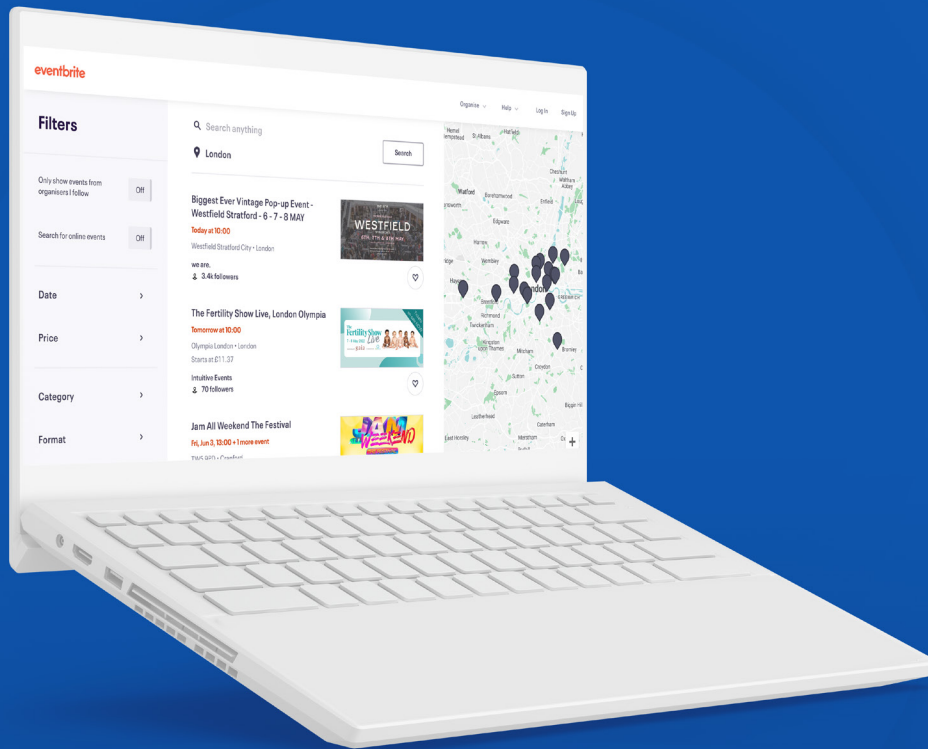**MessageBird**
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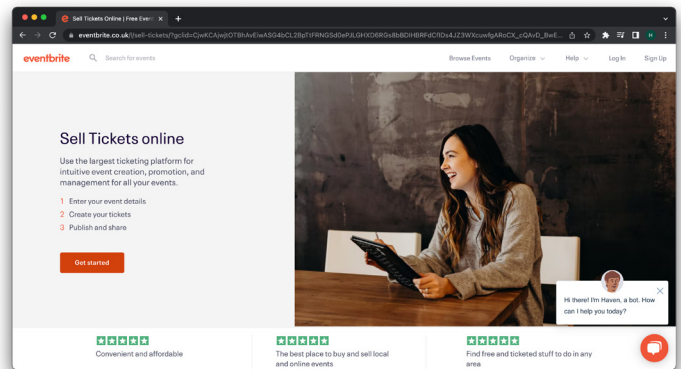
eventbrite

Case study: Eventbrite

A global ticketing platform using Messagebird to make it to the inbox

About Eventbrite

Eventbrite is a global self-service ticketing platform for live experiences that allows anyone to create, share, find and attend events that fuel their passions and enrich their lives. From music festivals, marathons, conferences, community rallies, and fundraisers, to gaming competitions and air guitar contests.

Eventbrite History

Eventbrite has been using Messagebird since March 2020 and has customized their use of the platform over time to help boost email deliverability and improve the time it took to identify and resolve deliverability issues. Eventbrite chose to consolidate their emails through Messagebird for the robust mix of features and services offered. The fact that Messagebird delivers more messages to the inbox than any other provider, not just to the recipient but to the actual inbox was a key factor in deciding.
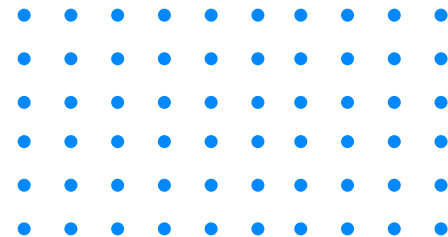
Challenge

Being a global company using email for all aspects of business, Eventbrite relied on email as a mission-critical channel for both event creators and attendees, but also re-engagement campaigns. As a ticketing company, sending a confirmation email including a QR code to access an event is a key part of the customers buying process, and Eventbrite relies on Messagebird to help them make sure tickets are delivered on time and that they get straight to the user's inbox.
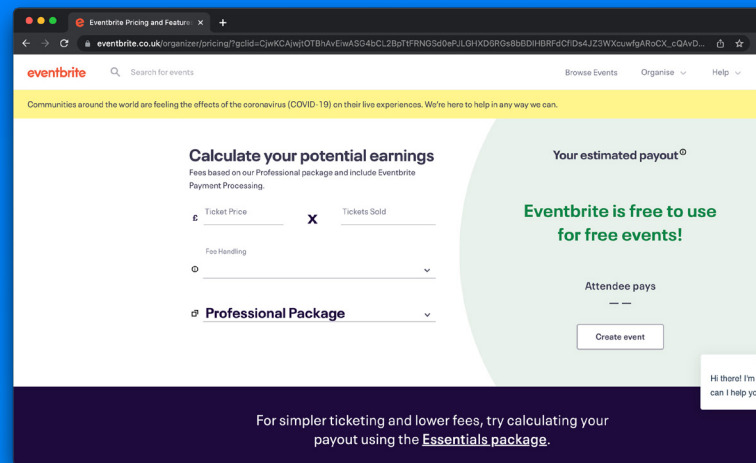
The team needed help to address the below challenges:

1. **Manual process for teams -** Eventbrite platform manages a variety of emails that relate to features that are spread along services belonging to different teams. Providing accurate deliverability metrics for each of these teams using manual seeding was a process that had to be considered as a regular task within a sprint, taking time, involving code changes to update seed lists and subject to release schedules.

2. **Large activation barrier for teams to track deliverability analytics -** Not many teams were willing to manually seed their emails as the process was not really part of their domains, resulting in a lack of deliverability metrics for their emails. Only a few high priority emails were seeded as a result.

3. **Relied on generic deliverability metrics -** by their current tool which although was complete and reliable, it didn't provide as accurate metrics as a result of using seed lists. The main blocker here was that their deliverability tool used seed lists but the team weren't so they couldn't get the data they needed. Plus, a lack of education around how to use/set-up these meant there was an extra obstacle in their way.

4. **Long wait time to identify issues -** there were also large gaps in the team's understanding of their deliverability and it would take a long time

before a potential email issue was discovered. This meant Eventbrite had an incomplete picture of how their emails are performing and due to delays identifying issues they couldn't act as quickly as they would like.

5. **Poor inbox reputation -** because email deliverability was hard to track, identify and resolve quickly the email reputation was affected. Also, customer experience teams were unable to quickly identify the status of emails for creators and attendees which was tiresome and caused team frustration.

> *"Messagebird provided the services and features that we were expecting from one of the top players of the email industry, and did not disappoint us."*
>
> **– Juan Pablo Marsano**
> Sr. Engineering Manager

Approach

Consolidated many capabilities in the Messagebird platform.

The Eventbrite team partnered closely with the customer and technical teams at Messagebird to gain all the support and expertise needed. This included:

1. Moving to Messagebird Deliverability Analytics

Eventbrite needed a tool which allowed them to rapidly seed different emails or campaigns independently. They also wanted to stick to their current way of reporting to analyze the results of their email campaigns.

Eventbrite switched to Messagebird Deliverability Analytics which was a tool for both deliverability specialists and customer experience teams to use. After switching to Messagebird Deliverability Analytics, the **Eventbrite team was able to set up seeding for a campaign in a matter of minutes instead of the hours or days** it took previously.

Results:

This functionality "makes [Deliverability Analytics] a great tool to rapidly gain deliverability metrics, allowing for faster and better decision making." As a result, the Eventbrite Email Team now has detailed and near real-time data on how their emails are inboxing across the entire business - without needing to interrupt their engineering sprints.

2. Create a better process for seeding

Lack of team motivation to manually seed email campaigns was a challenge. Using Messagebird Deliverability Analytics, teams could easily set-up seeding in a matter of minutes which required far less effort.

The Automatic Inline Seeding (AIS) tool can be set up from the API or UI and allows teams to seed email campaigns without having to build a seeding pipeline or rely on individual business units to manually seed emails. Teams can leverage AIS as

a "set-it-and-forget-it" configuration and always have their most up to date deliverability information available in the Messagebird dashboard.

3. Migrating to the Messagebird ESP

Eventbrite wanted to move to a new ESP which had the functionality they needed to track their deliverability metrics, as well as provide a solid infrastructure for email sending. Eventbrite wanted to ensure customers received their tickets in a timely manner and reliably, without putting further pressure on the customer experience teams. Plus, they needed a system which supported creators and gave them updates in real time.

Eventbrite thoroughly analyzed the main players in the ESP market and decided on Messagebird for the robust mix of features and services offered. The fact that Messagebird delivers more messages to the inbox than any other provider, not just to the recipient but to the actual inbox was a key deciding factor.

Results:

"Messagebird provided the services and features that we were expecting from one of the top players of the email industry, and did not disappoint us."

> *"The Messagebird team has stood out from day 1 for their support and guidance. From technical support to deliverability reporting and business reviews, they have been really helpful and on top of our expectations."*
>
> **– Juan Pablo Marsano**
> Sr. Engineering Manager

4. Faster decision making

It was important to Eventbrite that emails were getting to customer's inbox and they were able to track the emails journey from the moment it left their ESP. The customer experience team was lacking a lot of deliverability data which made it hard for them to track campaigns. Using the deliverability services Messagebird offers means that customer experience teams are rapidly able to verify the status of emails providing assistance to both creators and attendees.

Results:

"Messagebird not only helps us provide a holistic experience for our event creators and attendees but also provides us with reliable metrics of our email ecosystem."

✓ Results:

- Eventbrite can set up seeding for a campaign in a matter of **minutes instead of the hours or days** it used to take.

- **Fewer hours spent on email operations** - saving hours for the customer experience and email teams.

- **Better deliverability** - emails are now landing in the inbox and the Eventbrite team are provided with reliable metrics of their email ecosystem.

- **Visible deliverability metrics** available for all teams - placing less pressure on customer experience and technical teams.

MessageBird

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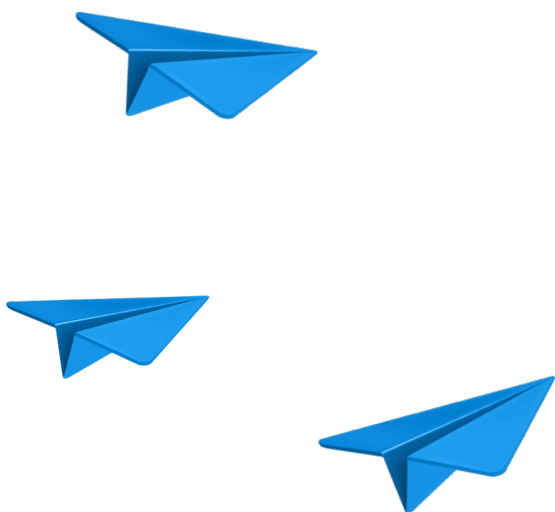
Messagebird is the industry's most trusted email sending and optimization platform. Messagebird helps senders reliably reach the inbox with powerful solutions to help them plan, execute and optimize their email programs. The Messagebird platform is powered by the industry's largest data network, a team of email experts to help brands elevate every aspect of their email program, and a security and compliance posture to support even the most regulated industries. Messagebird is the world's largest sender, delivering nearly 40% of all commercial email - over 6 trillion sends annually – and also boasts the **world's largest data footprint** to help enterprise-level brands make data-driven decisions to improve their email performance. The world's most sophisticated senders, including The New York Times, Zillow, Adobe and Booking.com trust Messagebird to elevate their email. Learn more at **www.Messagebird.com**.